01503

MANAGEMENT PROGRAMME
Term-End Examination
December, 2018

MS-066 : MARKETING RESEARCH

Time : 3 hours   *Maximum Marks : 100*

(Weightage 70%)

Note :   *(i)*   *Answer any three questions from Section-A.*

     (ii)   *Section-B is compulsory.*

     (iii)   *All questions carry equal marks.*

SECTION - A

1. (a) Define and discuss the importance of marketing research citing some possible areas of its application in business.

   (b) What are primary and secondary data and when each should be used ? Explain with suitable examples.

2. (a) Define sampling. Explain any two methods of probability sampling.

   (b) What is 'Likert Scale' and how is it different from 'Semantic Differential Scale ? Discuss.

3. (a) What are non-parametric techniques of data analysis ? When are they applied ? Give suitable examples for such techniques.

   (b) Describe the steps involved in applying discriminant analysis technique. What are its main areas of application in marketing ?

4. Write short notes on **any three** from the following :
   (a) Growing importance of marketing research in India.
   (b) Sources of error in Primary data collection
   (c) Coding and Tabulation
   (d) In-depth interview technique and its limitations
   (e) Regression analysis

SECTION - B

5. A new men's clothing store is trying to determine if there is a significant market for its type of merchandise in a specific location where it is considering putting a store.
   (a) As a researcher you are required to develop a suitable marketing research proposal for the firm with recommendations.
   (b) Would it be more likely use primary data or secondary data or a combination of both for collecting data ? Discuss.
   (c) Design a suitable questionnaire to collect the data.